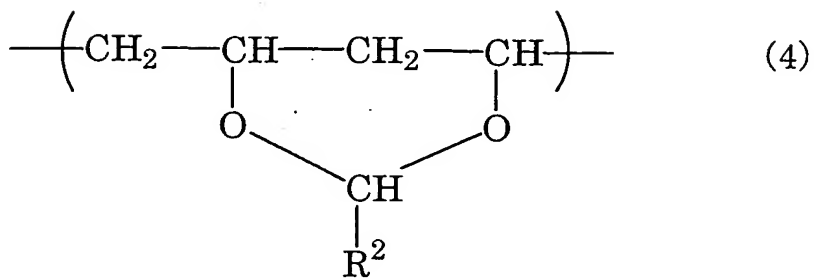
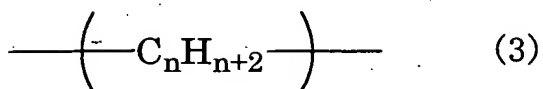
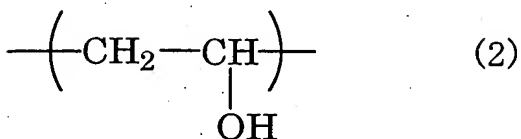
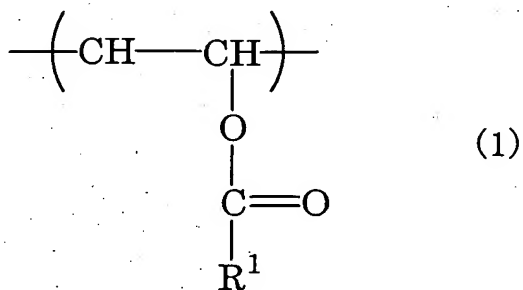


CLAIMS

1. A binder resin for coating paste for forming a film or a film pattern comprising inorganic powder by coating,

which comprises a modified polyvinyl acetal resin comprising structural units represented by the following general formulas (1), (2), (3) and (4):

[Chem. 1]



in the formulas, R^1 represents a straight chain or branched alkyl group having 1 to 20 carbon atoms, and R^2 represents hydrogen, a straight chain, branched or cyclic alkyl group having 1 to 20 carbon atoms, or an aryl group; and n represents an integer of 1 to 8; and further in the modified polyvinyl acetal resin, a content of the structural unit represented by the general formula (3) is 1 to 20 mol% and a content of the structural unit represented by the general formula (4) is 30 to 78 mol%.

2. The binder resin for coating paste according to claim 1,

wherein a content of the structural unit represented by the general formula (2) is 20 to 30 mol%.

3. The binder resin for coating paste according to claim 1 or 2,

wherein R^2 is CH_3 and/or C_3H_7 .

4. The binder resin for coating paste according to claim 1, 2 or 3,

wherein an α -terpineol solution of the modified polyvinyl acetal resin adjusted to have viscosity of 6.0 Pa·s measured at 25°C under the conditions of a shear rate of 60 s⁻¹ using an E type viscometer has a ratio (η_{60}/η_{600}) between viscosity η_{60} measured under the conditions of a shear rate of 60 s⁻¹ and viscosity η_{600} measured under the conditions of a shear rate of 600 s⁻¹ at 25°C using an E type viscometer being 2.0 to 5.0.

5. The binder resin for coating paste according to claim 1, 2 or 3,

wherein an α -terpineol solution of the modified polyvinyl acetal resin adjusted to have viscosity of 6.0 Pa·s measured at 25°C under the conditions of a shear rate

of 60 s^{-1} using an E type viscometer has a phase angle at 1 Hz and at a stress of 1000 Pa being 87° or more.

5 6. The binder resin for coating paste according to claim 1, 2 or 3,

wherein an α -terpineol solution of the modified polyvinyl acetal resin adjusted to have viscosity of 6.0 Pa·s measured at 25°C under the conditions of a shear rate of 60 s^{-1} using an E type viscometer has a ratio ($\eta_{600} \rightarrow 60/\eta_{600}$) between viscosity η_{600} measured at a shear rate of 600 s^{-1} and viscosity η_{60} measured after a lapse of 10 seconds from changing a shear rate to 60 s^{-1} using an E type viscometer being 1.9 or more, in the case of changing a shear rate from 600 s^{-1} to 60 s^{-1} at 25°C .

15

7. Conductive paste,

which comprises the binder resin for coating paste according to claim 1, 2, 3, 4, 5 or 6, conductive powder and an organic solvent.

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8. Ceramic paste,

which comprises the binder resin for coating paste according to claim 1, 2, 3, 4, 5 or 6, ceramic powder and an organic solvent.

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9. Glass paste,

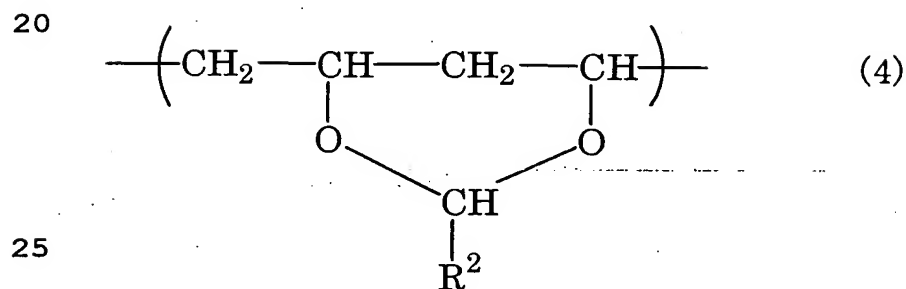
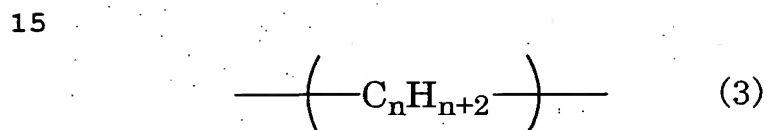
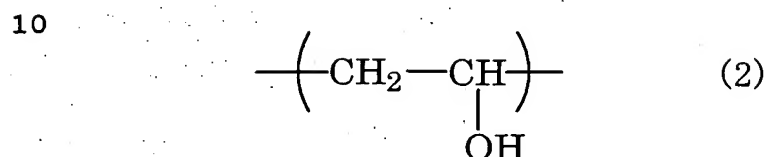
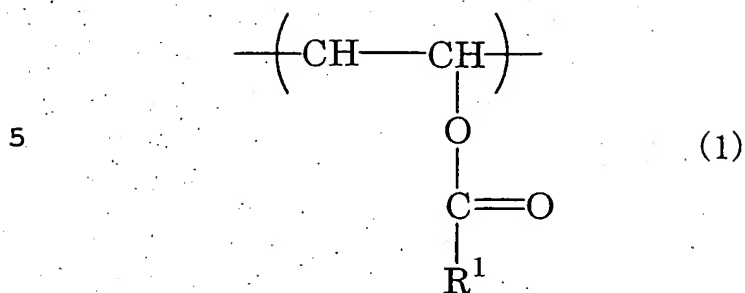
which comprises the binder resin for coating paste according to claim 1, 2, 3, 4, 5 or 6, glass powder and an organic solvent.

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10. An application as a binder resin for coating paste of a resin composition comprising a modified polyvinyl acetal resin consisting of structural units represented by the following general formulas (1), (2), (3) and (4):

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[Chem. 2]



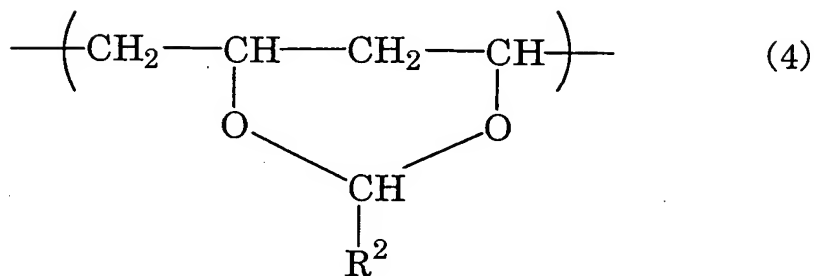
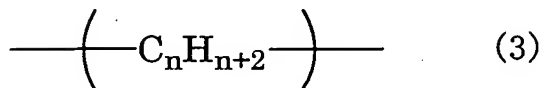
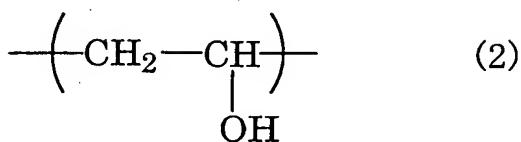
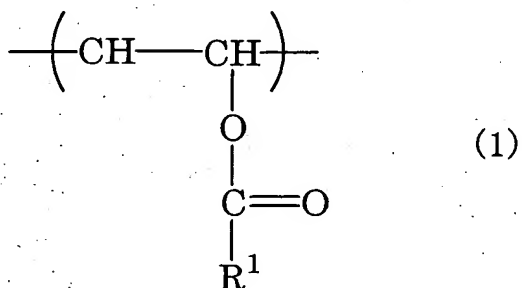
in the formulas, R^1 represents a straight chain or branched alkyl group having 1 to 20 carbon atoms, and R^2 represents
 30 hydrogen, a straight chain, branched or cyclic alkyl group having 1 to 20 carbon atoms, or an aryl group; and n represents an integer of 1 to 8; and further in the modified polyvinyl acetal resin, a content of the structural unit represented by the general formula (3) is 1
 35 to 20 mol% and a content of the structural unit represented

by the general formula (4) is 30 to 78 mol%.

11. A method of forming a film comprising inorganic powder,

which comprises a step of mixing a binder resin for coating paste comprising a modified polyvinyl acetal resin comprising structural units represented by the following general formulas (1), (2), (3) and (4), an organic solvent and inorganic powder, and preparing paste form:

[Chem. 3]



in the formulas, R^1 represents a straight chain or branched alkyl group having 1 to 20 carbon atoms, and R^2 represents hydrogen, a straight chain, branched or cyclic alkyl group having 1 to 20 carbon atoms, or an aryl group; and n
5 represents an integer of 1 to 8; and further in the modified polyvinyl acetal resin, a content of the structural unit represented by the general formula (3) is 1 to 20 mol% and a content of the structural unit represented by the general formula (4) is 30 to 78 mol%.